

**ABSTRACT :**

A coated steel wire (10) with a bright looking, preferably colored surface has a steel core (12) and this steel core (12) is covered with an intermediate coating layer (14) which gives the brightness to the steel wire. The steel wire is further coated with a transparent polymer (16) which is selected from the group consisting of thermoplastic polyesters, polyimides, polyamides, polycarbonates and polyphthalamides and which comprises a transparent organic coloring agent. In comparison with lacquer coatings the present polymer coating has an enhanced tenacity.